

- 1 40. (Newly Added) The method of claim 39 wherein step (c)
2 includes replacing portions of advertisement data received in step (a) with portions
3 of the other sets of advertisement data stored in step (b).

- as
1 41. (Newly Added) The method of claim 39 wherein step (c)
2 includes inserting portions of the other sets of advertisement data stored in step (b)
3 into the sets of advertisement data and program data received in step (a).

Respectfully Submitted,

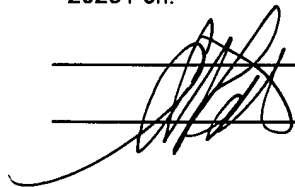

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CLAIMS:

Claims 39-41 have been added.

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